HIGHLIGHTS

WEEK ENDING: JUNE 29, 1990

INDUSTRY WEEKLY SALES

- This week's volume of 9.7 billion units was below the industry's estimated going rate by 0.4 billion units. Weekly sales were influenced by incentive programs and payback experienced by some manufacturers in conjunction with the mid-year price increase.

PM WEEKLY SALES & SHARE

- This week's shipments of 2.7 billion units were below PM's going rate as accounts responded to the terms of the price increase offer which provided a purchase incentive for less than a full week's volume (75%).

- PM's weekly share of 27.9 was below normal reflecting the varying price increase terms and payback schedules of the manufacturers. Year-to-date through this week, PM holds 42.1% of total industry volume, an increase of 1.6 share points versus year-ago.

MANUFACTURER PROGRAMS

- **Philip Morris** - Effective with shipments for the W/E May 25, the list price of all brands increased $2.50/M except $2.00/M on Players 25's and no change on Bristol. This week accounts were offered a $1.50/M allowance off the new price for purchases up to 75% of an average week. Effective this week and until further notice, accounts are limited to a maximum of 120% of an average week.

- **R.J.R.** - Effective May 10, the list price of all brands increased $2.50/M except $2.00/M on Century and $1.50/M on Doral/Magna. Effective May 18, Doral/Magna increased an additional $1.00/M. On May 10, accounts were offered a credit memo equal to the difference between the old and new price for 200% of an average week's purchases. Accounts continued to be restricted to 125% of an average week on all brands.

- **Brown & Williamson** - Effective with shipments for the W/E June 8, the list price of all brands increased $2.50/M except $2.00/M on Richland 25's and $1.50/M on GPC Generics. This week accounts were offered a credit memo for the difference between the old and new price for purchases up to 200% of an average week.

- **Lorillard** - Effective with shipments for the W/E May 18, the list price of all brands increased $2.50/M except $1.50/M on Harley Davidson. This week accounts were not offered any special price increase terms.

- **American** - Effective with shipments for the W/E May 25, the list price of all brands increased $2.50/M except $2.75/M on Montclair. This week accounts were not offered any special price increase terms.

- **Liggett** - Effective with May 18 shipments, the list price of all brands increased $2.50/M except $1.50/M on Pyramid and Generics. This week accounts were not offered any special price increase terms.

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Source: https://www.industrydocuments.ucsf.edu/docs/njgn0004